



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Specifications and Advertisement for Bids for Pedestrian Safety Improvements, Various Locations

MEETING DATE: July 19, 2000

PREPARED BY: Public Works Director

RECOMMENDED ACTION: That the City Council approve the specifications for the above project and authorize advertising for bids.

BACKGROUND INFORMATION: Recently, the Office of Traffic Safety (OTS) ranked the City of Lodi high for pedestrian collisions as compared to similar sized cities. To improve pedestrian safety, staff recommends installing new warning and educational devices.

This project consists of installing new fluorescent yellow green warning signs, pedestrian signal educational plates, and pedestrian push buttons approved by Americans with Disabilities Act (ADA). At approximately 140 locations, we recommend replacing the yellow pedestrian warning signs with the new fluorescent yellow green warning signs as shown in Exhibit A. The Federal Highway Administration approved the new color as a result of several studies that showed drivers slow down upon approaching the new signs, the signs are visible from a greater distance, and there are fewer near-miss "pedestrian versus motorists" conflicts.

At 35 intersections, staff recommends replacing the old push buttons with larger, 2-inch, "easy to push" ADA buttons and installing educational plates as shown in Exhibit B. The educational plate informs the pedestrian about the walking man, flashing hand, and steady hand symbols. The City has installed these push buttons and signs at signals constructed in the past 18 months.

The specifications for these fixtures are on file in the Public Works Department.

FUNDING: The money for this project will be coming from Transportation Development Act (TDA) funds. Installation of the equipment will be done using City forces on overtime. A request for appropriation of funds will be made at contract award.

Project Estimate: \$42,000

Planned Bid Opening Date: August 16, 2000

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APPROVED: _____

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Where Crossing to Safety Really Counts



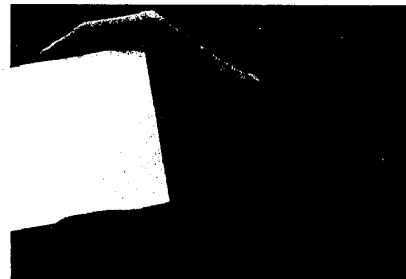
Fluorescent Yellow Green traffic signs improve safety for pedestrians, school children and bicyclists.

Safety is a critical concern in areas where pedestrians, school children and bicyclists compete with motorized vehicles.

Here are the facts:

- More than 5,000 pedestrian fatalities result from motor vehicle crashes each year.
- Traffic accidents remain the leading cause of death for children between one and 14 years of age.
- Many others who lose their lives in traffic accidents are cyclists.

Drivers need advanced warning of safety zones, such as crossings and intersections, where they share the roadway with unprotected users. Improved methods for alerting drivers that special caution is required help to minimize accidents and save lives.



New Fluorescent Yellow Green warning signs do a better job of commanding driver attention

Fluorescent Yellow Green reflective sheeting may now be used on warning signs because it provides greater visibility than the standard yellow traffic signs.

Because of their unique luminescent qualities, Fluorescent Yellow Green signs are brighter rain or shine — 24 hours a day!

As a result, these new signs attract driver attention sooner, enabling motorists to slow down and respond with caution.

Fluorescent Yellow Green signs are FHWA approved

The Federal Highway Administration has approved the new color for signing at pedestrian, school and bicycle crossings as a result of proven performance.

Tests comparing the safety impact of Fluorescent Yellow Green signs with the standard yellow signs showed that in areas where yellow green signs were used:

- The number of drivers slowing down increased by 50 to 100 percent.
- The number of near-miss conflicts between motorists and pedestrians was reduced by nearly the same percentages.

Fluorescent Yellow Green signs reflect the way to greater safety

Fluorescent Yellow Green signs have been proven to give the higher performance you need to make your roadways and pedestrian crossings safer.

You can count on Fluorescent Yellow Green warning signs for high performance

1. At Pedestrian Crossings

Pedestrian crossings are a major concern because they represent a significant portion of traffic fatalities. More than one-half of all pedestrian deaths and injuries occur when entering or crossing streets. Fluorescent Yellow Green signs have a major impact on pedestrian safety by giving drivers more warning time than conventional yellow signs—particularly under nighttime conditions.



2. In School Zones

Deaths alone do not demonstrate the seriousness of the school safety problem. Many children are injured on the way to and from school. Children are so often involved in traffic accidents because their small stature makes them difficult to see. Also, young children are not able to judge speed and direction. Fluorescent Yellow Green is being used for school advance signs, school crossing signs and school bus stop signs to increase driver caution.

3. On Bicycle Routes

Motor vehicle accidents claim the lives of over 800 cyclists annually. And many minor accidents and close calls are never reported. Using higher-performing Fluorescent Yellow Green signs to alert drivers to the presence of bicyclists helps to minimize these accidents.

Fluorescent Yellow Green sheeting gives superior visibility 24 hours a day

Because of its improved fluorescent and reflective qualities, Yellow Green sheeting does a better job of commanding driver attention in both daytime and nighttime conditions and in all kinds of weather.

Daytime visibility studies have shown these new signs can be seen at distances up to 40 percent further than standard yellow colors. At night, the Fluorescent Yellow Green signs can be detected at distances up to 50 percent greater than standard signs.

Fluorescent Yellow Green signs are also more visible at dawn and dusk, as well as in bad weather—times when it is particularly difficult to see pedestrians, children and cyclists.

Two grades meet driver visibility needs

3M™ Scotchlite™ Diamond Grade™ Fluorescent Reflective Sheeting Yellow Green is available in:

- Series 3990 VIP (Visual Impact Performance)—for general viewing situations
- Series 3970 LDP (Long Distance Performance)—for longer viewing situations

To discuss a Fluorescent Yellow Green signing program for your community, call today. We can give you a warranted product that will make your roads safer for motorists—and for those who share the roadway.

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